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CONSIDERATIONS ON GASTRONOMIC TOURISM AS A COMPONENT OF SUSTAINABLE LOCAL DEVELOPMENT

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Abstract

Tourism is a multi-faced activity that links the economic, social and environmental components of sustainability. Firstly, this research analyses residents' perceptions of the impact of tourism development and examines the factors that influence the support for sustainable tourism development. Secondly, the research discusses Community Based Tourism (CBT) and its positive impact of tourism development; CBT is connected to community's capacity to protect itself from outside threats by negotiating the quality of tourism development. Thirdly, Gastronomic Tourism development is depicted as an interaction between outside developers and local residents that ultimately builds a sustainable dialogue for growth of tourism. Usually, the partnerships established between local community residents and outside tourism developers began with initial resistance from residents and led to the following sequence of behaviour: town meetings, formal organization of residents, petitioning, public demonstration, and legal action. By examining collective action narratives in the study communities, a framework for sustainable rural tourism development is built to understand relationships between tourism impacts, sustainable development and community identity. Findings indicate that residents see tourism as a development factor. The natural, economic, and social-cultural environment as well as infrastructure, age, gender and education are factors that influence the sustainable development of tourism and gastronomic tourism.

Keywords: tourism, local community, gastronomy, sustainability, environment.

JEL Classification: M19, M31, L83.

Introduction

Tourism has both advantages and disadvantages in a community. It brings about opportunities for local entrepreneurs to set up tourism companies, which will contribute to

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improving the living standards of the residents. A survey of the benefits of tourism in its relationship with the environment and local communities evinces the following:

- the revenues from tourism-generated taxes can be used to improve community services and facilities (Manda, 2007);
- stimulates the development of economic activities such as agriculture, fishing and handicrafts (Negru, 2005);
- stimulates the development of new and improved cultural and commercial facilities, which can be used by both local residents and tourists;
- allows the collection of funds needed to preserve natural, archaeological and historical monuments and, above all, it contributes to improving the quality of the environment (Giaoutzi, 2006);
- stimulates the social changes occurring as a result of economic development and broader communication framework (Gillespie and Cousins, 2001).

1. Tourism planning

Tourism planning (Manente, Minghetti and Mingotto, 2014) pursues the establishment of ways of achieving social-economic benefits for the society, to the end of attaining a sustainable development of tourism by protecting the environment and the local culture. When planning, one should take into consideration all the components of tourism such as tourist attractions and activities, transport, infrastructure elements and the institutional system. That is why local communities build their tourism development and assertion strategies on objectives and measures meant to implement them. Here are some of the most important objectives:

- To modernize basic infrastructure and all communication means, local communities having in view the improvement of infrastructure, transport and communication means throughout the area, the modernization and development of utility networks;
- To promote the image of the local community and to consolidate its cultural, multicultural and spiritual identity by protecting, restoring and using to the best the tourism heritage of the local community; to support cultural vocation and promote local values and traditions on a national, European and international level;
- To improve and diversify services within the local community by upgrading the urban framework to the end of improving the quality of the residents' life to European standards. It is a strategy achievable by most efficiently using the human resources involved in the hospitality industry; by creating minimum conditions for local residents to have access to growing permanent sources of income, a prerequisite for the improvement of the living conditions; by building a sport infrastructure needed to develop mass and performance sport activities; by promoting a special policy on the rehabilitation and consolidation of the existing housing stock;
- To ensure the protection and conservation of the natural and anthropic resources in keeping with the requirements of tourism sustainable development by improving the quality of surface waters and of drinking water; by improving the quality of the atmosphere and of the environment; by preserving and extending the network of protected areas, parks, monuments of nature, historical monuments, green areas in the local community and the neighboring zones; by

involving and more efficiently using the civil society, local media and all-grade learning to educate the population in the environment protection spirit (Coroş, 2015);

- Alongside positive effects, tourism also has negative economic outcomes. For instance, a growing demand for farm produce could affect the local population, since a too great demand for such products could lead to shortages (produce exhaustion, scarcity for the population). Local traditional cuisine could undergo undesirable changes due to the emergence of international cuisine.

By virtue of “necessity” of quick arrangements, fertile farmland along coasts, close to beaches and river deltas could be used. The growing number of those working in tourism, in a certain area, can lead to a drop in certain productions of the area or of the country of destination.

Another category of effects are the *social* ones. The receiving population suffers both positive and negative effects when they come in contact with unknown people (tourists), with a different mentality, other preoccupations and other life prospects. Among the positive outcomes, worth mentioning are the differentiation of social structure by means of passing from work in agriculture to work in the service industry, modernisation of agriculture, development of handicraft production (due to the tourists’ interest in the customs and culture of the population in the visited area) and, last but not least, a smaller differentiation of incomes. Another positive effect is family modernisation as a result of a new status of women in the traditional peasant families and liberal parents-children relationships. Tourism has as effect also the broadening of the thinking horizon of the inhabitants of the receiving areas: a change in the ethnic attitude and the decrease of national-type preconceptions. In general, a person in a receiving area is pleased with everything new, curious to try things others have already tried. This does not always have positive consequences on their lives or on the life of the society where they live. From this point of view, the social outcomes of tourism are not only positive but also negative. Worth mentioning among them are:

- the development of consumption-related attitudes through social pathology phenomena (prostitution, alcohol, drugs, delinquency etc.),
- the disintegration of families due to the growing number of divorces and abusive sexual freedom;
- the polarization of population as a result of the disproportionate increase of incomes, the enrichment of those who turns the traditional economy into tourist services and greater earning opportunities without improving the activity.

The last category of tourism effects is that of *cultural* ones. Anthropoc attractions are important in attracting tourists and developing this sector. That is why one of the social effects refers to the expansion of regional culture by developing folk art, artistic ensembles, museum network etc. Also a positive effect is the introduction of modern architecture, of safer buildings in the rural area. These buildings should make the best of local architecture and of traditional building materials. The tourist receiving countries have tried to attract ever more visitors by laying stress on cultural objectives and by making the best of natural as well as anthropic resources. This has had both positive and negative consequences on the receiving population and environment.

With each passing year the tourism industry has more and more influence on the world economy. Tourism is an integrating element in the communication of people from different

cultures, people of different nationalities and religions. The number of tourists increases annually and this leads to appearance of new types of tourism, new directions. This includes a gastronomic tourism. During the travel a person stays in contact with the culture, history, traditions, nature and characteristics of another country. Being in a gastronomic tour, he gets to know the world through the other, unconventional way. The basis of gastronomic tourism is a cognitive motivation of the trip.

Getting acquainted with the sights of the city, tourists at the same time want to know more about the features of the national cuisine. Gastronomy is an important source of country's identity. Connection between gastronomy and tourism helps to increase the flow of tourists, promotes prolongation of stay of tourists and increase profits. Connecting with the restaurant business, tourism supports local producers and promotes the idea of the importance of high-quality food. Local cuisine contributes to the tourists' sense of place, sense of home, comfort and safety. Gastronomic tourism is becoming more and more popular. People buy special tours to become acquainted with the cuisine of any country in the world. In addition to gastronomic tourism, there are special types of it like culinary tourism or food tourism and agri-tourism that also give a great interest for research.

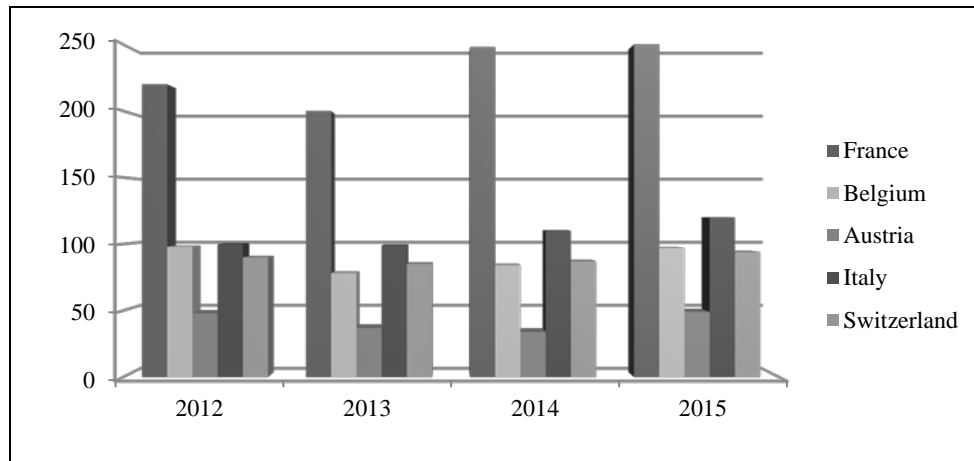
2. The phenomenon of culinary tourism and its development

The phenomenon of culinary tourism was known many centuries ago when merchants made trips to foreign countries to purchase a variety of spices, wines and different beverages. However, the term "culinary tourism" was introduced by Lucie Long, Professor of Ohio State University in USA and since then it has been widely used during the formation of the tourism product in many countries. The growing popularity of this type of tourism nowadays allows us to suggest that culinary tourism will be one of the most promising and successful in few years. But what makes culinary tourism attractive and popular to tourists? And what is the difference between it and other kinds of tours?

First, culinary tourism gives the opportunity to present to tourists the richness of folk traditions (Chase, Manning and Valliere, 2012). Getting acquainted with the local cuisine, tourists will know the material culture of the country and the elements of folklore. During degustation visitors are suggested to participate in different performances, enjoy local music and dances, try on local costumes and visit traditional housing.

Secondly, culinary tourism provides an opportunity to involve tourists in the process of cooking. Different kinds of local courses of national cuisine, master classes with participation of the best chefs are offered to visitors during their tour.

The best fact about culinary tourism is that it does not depend on a season. According to data of the International Association Of Culinary Tourism, those who prefer that kind of tours does not waive various events of cultural activities – visits to various festivals as well as museums and theatres. That is why travel companies quite often form special tours with taking into account both factors – culture and culinary. This combination of food and entertainment attracts thousands of tourists to food festivals and workshops every year (graph no. 1)



Graph no. 1: Graphic of tourists' attendance of food festivals and workshops in Europe (thousand people)

Source: Russian Tourism, 2015

As culinary tourism is still developing type of recreation, it demands new tactics and methods of management for its extension around the world. According to Professor Craig Schmantowsky (2014) there are several methods of promotion of culinary tourism:

- Establishing particular destination as unique and memorable one;
- Creating your special version of famous local dish;
- Making tourists believe that they cannot try this product anywhere else;
- Dining with Chef's demonstrations;
- Enlisting locals as culinary ambassadors.

Furthermore, Robson (2010) pointed 10 keys that can provide successful work of culinary tourism industry not only in rural area but also in big communities and cities, they are:

- Strong leadership;
- Market ready or nearly market ready culinary products;
- An integrated strategy;
- Partnership and community based collaboration;
- Financial support and performance measures;
- Destinations with access to key origin markets;
- Sufficient market intelligence;
- Culinary tourism resources that are distinct to the region;
- Destinations with multiple culinary tourism experiences;
- An effective destination marketing organization.

As other types of tourism, culinary tourism relies on good promotion with a help of tourist agencies. That is why eye catching and beautiful brochures and leaflets are the best ways to attract potential visitors. Moreover, to those who prefer self-organization of culinary tour there are many colourful and informative websites that can give all necessary information (O'Neill, 2015; Peltier, 2015).

For example, one of the most popular culinary tours in the USA Taste Trail started its work from the website and since the date of its founding Taste Trail attracts around \$2 million in PR attention annually.

Another good example of successful Internet promotion is Niagara Culinary Trail (USA). The firm launched its website in 2008, which includes receipts defined as «Niagara Dishes» designed to inspire locals to cook with ingredients from Niagara.

Thus can be said that culinary tourism needs strong support of tourist agencies and the government because small entrepreneurs and farmers cannot provide their products with expensive PR campaigns and advertising. Moreover, it is not easy to enter the market without reputation of being well-known and responsible seller. Therefore, we can assume that financial support from the state and the focused attention of travel agencies will open up new prospects for culinary tourism.

Culinary tourism is often associated with agricultural tourism (also called agritourism or agri-tourism), that is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of visitors (Budiasa and Ambarauaty, 2014). Tourists are invited to know the way of production of organic food in rural area, to participate in the process of cultivation or harvesting and to try environmentally friendly products. It should be noticed, that agri-tourism contributes not only to the development of tourism in particular area in general but also helps to solve important economic, cultural and environmental problems (figure no. 1).

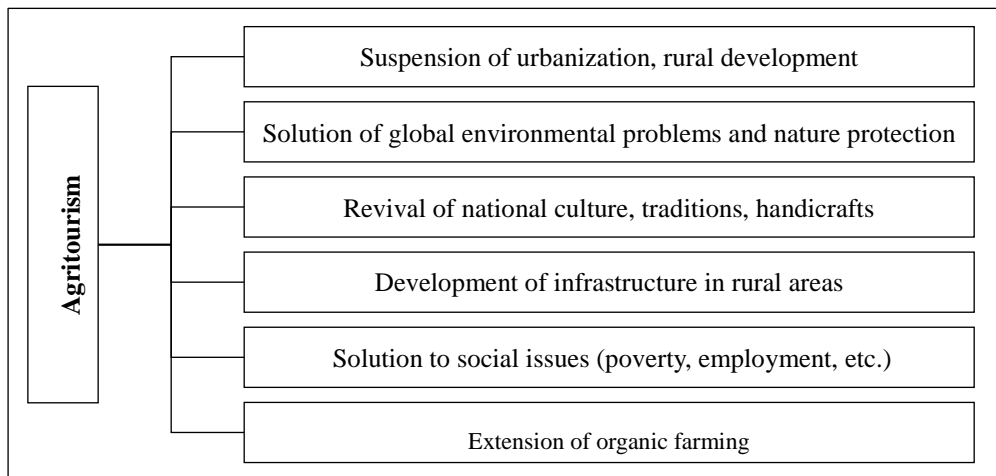


Figure no. 1: The impact of agri-tourism on the solution to main economic, cultural and environmental problems

Source: Allen, Gabe and McCommon, 2006

Thus comes the conclusion that both culinary tourism and its part – agritourism positively affect the economic development of a region, they also help to raise awareness about important environmental and ecological problems. Culinary tourism supports small rural communities and revives cultural traditions, it offers unique chance to taste organic food and

participate into its production and, the last but not the least, helps to take a fresh look at familiar dishes or try something new.

3. Gastronomic tourism as a special tourism product

Gastronomic tour is a special kind of tourism activity that was made especially for tasting of dishes which are typical for the local cuisine. Going on a trip, we usually set ourselves well-defined goals. The goal of gastronomic tours is to enjoy the features of cuisine of a particular country. At the same time, this goal is not to try some rare, exotic dish or try countless dishes. It is important to enjoy the local recipe, which for centuries absorbed the traditions and customs of the local people, their culture of cooking. The gastronomic journey is a palette with which the tourist can draw his vision of one or another country. Food reveals the mystery of the spirit of the people, it helps to understand the mentality. Thus, gastronomic tourism is a journey across countries and continents to explore the features of the local cuisine, culinary traditions, with a purpose to enjoy a unique dish or product.

However, a gastronomic tour as a service is more than just a journey, because it is a well thought out set of measures for the tasting of traditional dishes in a particular area, as well as the specific ingredients with a special taste, which a tourist cannot find in other places in the world found nowhere else in the world. This interest in the gastronomic tours is not only due to the fact that people get bored of usual tours. People prefer this type of vacation because often they are tired of the semi-finished products, because they want to enjoy their favorite dish "in the original." It is similar to listening to jazz in a record all your life and one day go to a live concert.

It is clear that *first and foremost* gastronomic tourism arouse interest among gourmets, for whom good food is something more than just food. *Secondly*, gastronomic tourism attracts people whose business is directly connected with the preparation and consumption of food - restaurateurs, sommeliers, wine tasters, and restaurant critics. These people go to gastronomic tour to raise the level of professional knowledge, learn something new and to gain experience. Moreover, there are many programs providing many gastronomic master classes for travelers from the best chefs who are happy to share the secrets of cooking of a particular dish. And finally, also in pursuit of professional goals, representatives of tourist companies go to these kinds of culinary trip because of the wish of expanding their business and start selling gastronomic tours.

Gastronomic tours are divided into two types: rural (so-called "green") and urban. Their principal difference lies in the fact that, a tourist, going to the countryside, wants to try ecologically clean product, without any additives. For example, "green" tours offer a picking wild berries in the forest, fruit and vegetable at farms, hunting for truffles or wine road trips.

Urban gastronomic tour may include a visit to the candy factory or small sausage shop and then the restaurant near it, where people have opportunity to try a product that was made in a factory.

In addition, there are tours that introduce no different dishes in one place, but one dish in different areas. These are very famous French, Bulgarian wine tours, offering a walk through the vineyards, grape harvest, wine tasting. There are cheese tours in Holland, Switzerland, Italy, where you can taste the best varieties of cheeses and visit the cheese fair. Beer lovers will remember all their lives beer tours in Germany, Austria, Czech Republic, Belgium and not only for a great diversity of this drink, but also for visiting breweries, famous pubs and

festivals. It should be noted that almost every country has the potential for development of gastronomic tourism, because each country has its own unique cuisine and traditions of hospitality. Thus, in Japan tourists are offered to buy products for *sushi*, which then will be prepared in front of the traveller by the best chefs. *Pasta* seems to be quite ordinary food that is spread far outside Italy, but in the gastronomic journey tourist, trying to understand the secret of taste of this dish, try a lot of it, compares it with each other, because it was cooked according to the same formula, but by different chefs.

In Russia, the culinary tourism is rare: there is no well thought gastronomic routes and the number of Russians who are ready to pay money for such a journey is very small. However, more and more people realize the promise of this direction of travel industry.

Among the most important tourist destinations in gastronomic tourism in Europe are:

Gourmet Tours in France – it is a visit to wine cellars and wine museum in Bordeaux, wine therapy, tasting of the most famous wine and cognac brands in the world, and also all famous dishes of French cuisine, foie gras, confit and truffles. French Brittany offers routes for tasting Breton cider and calvados, Cancale oysters and mussels. Lovers of different drinks have to go to France on tour "The Way of French wines." The program of the tour includes a visit to the wine cellars of Chablis in Burgundy, Alsace wineries, the centre of sparkling wines in Reims, and of course, walking around Paris. You will be taught how to properly store and taste the different wines, and also will be invited to crush the grapes all together. Many companies organize trips to the annual celebration of Beaujolais Nouveau in France.

The real Spain is not in museums and cathedrals; it is in in cafes and restaurants, where almost every Hispanic spends his evening with a glass of wine or a refreshing sangria. They even have a special ceremony called «ir de tapas», the essence of which is to visit in one night several bars and tasting in each of them the traditional wines and snacks. Not only in Spain, but also in many other European countries gastronomic tours are devoted exactly to wine (table no. 1).

Table no. 1: Leading countries in wine tourism in 2015

Leading countries of wine tourism		
Country	The number of arrivals (mill)	Wine production (thousands of gallons)
France	83	42
USA	67	22
China	57,7	14,88
Spain	57,7	42,7
Italy	46,4	44,9

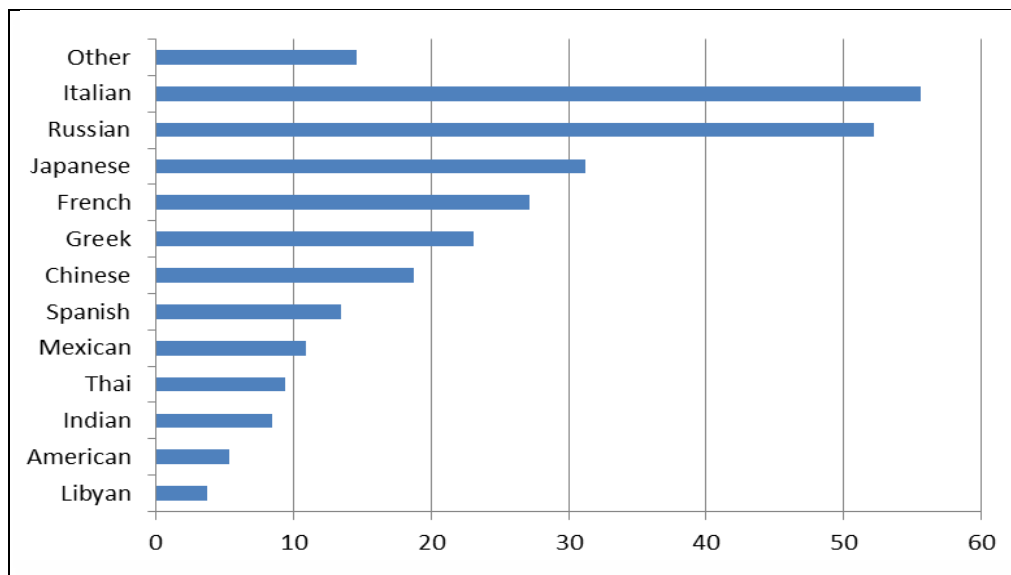
Source: Association for the Advancement of wine and gastronomic tourism in Russia, 2015

Spanish cuisine is diverse as Spain itself, and in every province of the country there is its own gastronomy. The real paella can be enjoyed only in Valencia, gazpacho soup is prepared according to the rules only in Andalusia, and ham – in Extremadura. And therefore it is necessary to remember an important rule: not to be disappointed in your journey and taste the "originals" of the culinary arts, you should make a good pre-study of the national cuisine of the country in which you are going to.

Tour "Catalan Cuisine" takes place at the best places of Barcelona (the famous market "La Boquezha", traditional bakeries, as well as the vineyards and wine cellars). "Culinary

Discovery of Arts” is a tour of Granada. Cuisine of Andalusia, the last Muslim kingdom in Spain, has inherited a lot from the eastern invaders. Travelers are offered to taste "migas" (a snack of fried bread crumbs), have a dinner in a traditional, rustic. One day is devoted to baking bread and famous Andalusian pastries and cheese production. In October, you can take a gastronomic tour "Spanish spices." You will take part in the harvest of saffron in the province of La Mancha. Its flowers are picked by hand in the last two weeks of October, for the saffron do not have time to lose its unique taste. In Extremadura you will learn how to collect paprika, without which it is impossible to imagine spicy Spanish cuisine. In Tuscany children of 8-14 years are introduced to the basics of healthy nutrition, a chef explain them how to select fresh ingredients and cook according to the rules.

The culinary preferences of tourists traveling to the gastronomic tours are shown in the graph no. 2.



Graph no. 2: Percentage of tourists, traveling to the gastronomic tours, and their preferences of national cuisine

Source: Top Hotels, 2015

Ireland is also able to entice gourmets: here every year for more than half a century take place oyster festivals (Galway). During a holiday in pubs for beer served free appetizers: oysters and the famous smoked salmon. Then comes the fun part of the holiday - Championship oysters (Guinness World Oyster Championship). Participants should eat as many oysters as they can in the shortest time. Judges evaluate the quantity and quality of open oyster's flaps.

Germany is, first, beer and a variety of snacks to it, so the main place for gourmets is Bavaria. (Munich with its world-famous beer festival "Oktoberfest").

Most gastronomic tours in Switzerland dedicated to cheese and chocolate. Among the most visited places - the oldest coffee shop and wine market, the oldest confectionery "Sprüngli" in Zurich and the world-famous restaurant of national cuisine "Arsenal". The gourmet tour

menu definitely will be fondue, rokkett and fresh cheese, and in the schedule - a trip to the cheese factory, chocolate factory and to a family of winemakers.

4. Strategic approaches to tourism sustainable development at local level

Specialised studies advance a strategy based on the close relation between tourism, economic development level and environment quality. Thus, the tourism development strategies, gastronomic tourism in our case, must be rigorously designed and implemented based on the Gastronomic Tourism Development Action Programme – GTDAP. Such a programme should be conceived so as to improve the gastronomic products offered to tourists, just as to improve the economic performance of local businesses. A review of the evolution of gastronomic tourism fully supports these considerations (table no. 2).

**Table no. 2: The periods of tourism of the twentieth-century;
food, health and leisure influences**

Era	Food	Food and leisure
>1914 Belle époque	<ul style="list-style-type: none"> • Culinary imperialism • The farm economy and its food 	<ul style="list-style-type: none"> • Leisured classes • Awareness of the dietary value of food
>1939 Inter-war	<ul style="list-style-type: none"> • Tea shops, eating out as an occasional treat 	<ul style="list-style-type: none"> • Keeping fit • National Dietary Survey
>1969 DTA*	<ul style="list-style-type: none"> • Austerity and affluence 	<ul style="list-style-type: none"> • Rationing • Post-war overseas travel
>1989 Review of DTA*	<ul style="list-style-type: none"> • Nouvelle cuisine and fast food culture 	<ul style="list-style-type: none"> • Global tourism • Fusion cuisine
>2000+ Fusion Cuisine	<ul style="list-style-type: none"> • Culinary „celebrification” • Sustainable food production 	<ul style="list-style-type: none"> • Sustainable tourism • Food tourism • Experience economy

**expansion of modern tourism (the Development of Tourism Act)*

Source: Hall and Gössling, 2013, p.15

Two essential factors should be taken into account in order to efficiently implement such a programme:

- Inter-organisational co-operation among local communities and private organisations. Thus, a tourism development action programme urges the participants to act beyond their own, restrictive possibilities and allows them to benefit from expertise and technologies otherwise difficult to obtain;

- Supply of necessary resources because the financial constraints of the public sector, project financing etc. pose real problems. So, in order to create or offer a tourist product, one needs resources (financial and material), which are not available most of the time.

Therefore, a programme for the development of tourism on a local plane can be prepared and implemented successfully as long as its implementation is planned and organized (table no. 3).

Likewise, as mentioned in the local public administration law, in order to support the development of a sustainable tourism, the local communities can resort to or build external relations with other communities). This type of relations can prove to be extremely prolific under certain circumstances. Thus, the dynamics of the external relations of the local public administration falls within a complex internal and international system, with two major directions on which efforts are focused on an external plane. *The first direction* is to establish a direct relation with foreign counterparts and international organizations. *The second direction* derives from economic realities, namely relations with foreign companies based on which joint ventures of local public interest are set up.

As for the external relations-related activity of the local executives, it is performed as a parallel attribute of the local autonomy. It can be developed only in the interest of the local community and within the limits of the competences set by the law. As an element of reference concerning the regulation of the external relation-related activity of local councils, art. 38, letter x of the local public administration law reads: “they decide, under the law, the co-operation or association with Romanian or foreign legal entities, with non-government organisations or other social partners in view of jointly financing and performing actions, works, services or projects of local public interest; they decide on the commune or town becoming twin with similar administrative-territorial units in other countries”. Therefore, local communities have modalities, applicable strategies to develop local tourism. They only need initiative, the necessary information and resources for such strategies to be implemented (table no. 3).

Table no. 3: Typology of value added in gastronomy tourism

	First order	Second order	Third order	Fourth order
Main input resource	Food production resources	Resources in the service sector	Entrepreneurial resources	Knowledge
Expected tourist behaviour	Enjoy the food	Understand the food	Experience the food	Exchange knowledge about the food
Principal strategies	Higher revenues through boosted production and marketing	Maintaining revenues through quality and reinvention of traditions	Offering new products and services to tourists	Selling know-how to professionals
Collaborative structures	Unchanged	Enforced co-operation between existing organizations	Crating new structures and service organizations, still localized	Creating new structures in a global context
Example of initiatives	Culinary aspects in regional promotion Campaigns for particular products Regional food trademarks Marketing food fairs and food events	Quality standards Certification and branding Reinventing and commodification of historical food traditions	Opening production plants and sites Routes and trails Visitor centres and museums New events based on tourism Cooking classes and holidays	Research and development Media centres Demonstration projects

Source: Hjalager and Greg, 2002, p.33

5. Relations between tourism and the environment and the local communities where it exists

The contribution tourism makes to social and economic effects consists of the fact that all these are a natural, normal consequence of the act of tourism, as they do not presuppose special efforts or measures; moreover, in most of the cases, these effects have higher values, difficult to attain by other means. Noteworthy is the fact that tourism can fulfil its mission in the best conditions when all tourist activities are performed at a high quality level.

The social, cultural and economic effects of tourism manifest themselves in two stages:

- the first stage is characterized by imitation and surprise,
- in the second stage tourism becomes an industrial and commercial activity.

A first positive economic effect of tourism refers to the growing demand for foodstuffs, which leads to the increase of local production, to the learning of new relevant techniques and to a mounting supply of such products, hence to zone autonomy in this respect. Likewise, the local cuisine contributes to tourism, supplementing the tourism offer, as well as to the improvement of the nutrition of the local residents.

As a second effect, tourism brings about the emergence of a new food preserving industry (since tourists’ arrival is planned months in advance). In certain cases, due to the very high price of farmland, tourist zones are located on land of inferior quality and at low price and, consequently, the expansion of food production is a real chance for the economic development of poorer local communities (table no. 4).

Table no. 4: The evolution of food production as an attraction

Agriculture / landscape	Food examples	Tourism examples
Fishing	Sea and fresh water fish	Holiday activity, sport
Maricultur	Shellfish, branded oysters, mussels, cockles	Oyster beds
Horticulture, viticulture	Fruit and wines	Vineyard tours, tastings
Cider orch rds	Ciders, perry	Tastings, tours and festivals
Arable	Fruit, vegetables, cereals	Farmers’ markets, farm shops and tours
Dairy	Milk, butter, clotted cream and cheese	Creams teas, souvenirs
Livestock	Cattle, sheep, pigs and poultry	Restaurants, shops, markets and festivals
Game, wood, field and river	Furred, feathered and fish	Sport
Experiences represent an existing but previously unarticulated genre of economic output	The Experience Economy	

Source: Hall and Gössling, 2013, p.15

The Community Based Tourism (CBT) term emerged in mid-90s. In general, CBT is circulated on a small scale, implying interactions between visitors and the host community, and it is suitable to and applied mostly in rural and regional areas. CBT is usually understood as to be managed and held by the community, for the community. It is a form of “local” tourism, favoring local service providers and focusing on the interpretation and communication of the local culture and environment. This goal was pursued and supported

by communities, by the local administrations, non-government agencies and organizations (NGOs). The Community Based Tourism (CBT) is, probably, one of the oldest forms of tourism. A community involves persons that have a kind of collective responsibility and the capacity to make decisions as representative bodies. CBT is that tourism where the inhabitants of an area (mostly rural, poor and economically marginalized) invite tourists to visit their communities supplying accommodation. The inhabitants make incomes as land managers, entrepreneurs, service providers and product suppliers. At least part of the tourism receipts is put aside for the projects that bring benefits to the community as a whole.

CBT allows tourists to discover local habitats, wild fauna, and celebrates and observes traditional cultures and rituals. The community is aware of the commercial and social value of their natural heritage through tourism, and this will favor the preservation of these resources. The community may choose to co-operate with a partner in the private sector to supply capital, customers, marketing, accommodation for tourists or other expertise. Under an agreement on supporting the development and preservation of the community and on the planning of tourism development in partnership with the community, this partner may or may not hold a share of the tourism organization.

In most of the cases, communities may be made up of farmers, fishermen, indigenous people, craftsmen or quilombolas (descendants of the Afro-Brazilian slaves who escaped from plantation slavery until its eradication in 1888) who live in faraway beautiful and well preserved settlements. The tourist heritage and the traditions were so obvious that they decided to create infrastructures to accommodate tourists and to draw up projects at community level to improve the standards of living and to preserve the environment by means of tourism.

These projects provide services such as accommodation, traditional cuisine, eco-tourism and cultural activities. A logic of equitable trade is applied, tourists paying a fair price for often unique and top quality products and services in a context of transparency and equality. For trips, this is a real and rich experience. They come to know local traditions, to involve themselves in cultural activities and have the possibility to see the virgin nature and their ecosystems. These local communities do not become tourist entrepreneurs. Farmers still want to grow vegetables and breed animals, the indigenous people still want to live their culture and preserve their traditions, while fishermen only want to fish. CBT is a source of complementary income (only 15% on an average), which is used to improve living standards and ecosystems. For this reason, they are guided by a set of principles, among which income redistribution, transparency and capacity consolidation. In other words, they make exactly the opposite of mass tourism. As a matter of fact, in many cases, CBT is the best and most efficient modality of protection against mass tourism. It is common knowledge that the powerful communities have a more political influence and visibility to sensitize themselves to their rights and to protect their territories.

The use of good practices in CBT contributes to each of the “three pillars of sustainability” to supply social, economic and environmental benefits. The three pillars of sustainability are presented in the graph below, showing that sustainability is best achieved when the environmental, economic and social objectives are attained through the same initiatives. This can meet social needs, contributes to building a sustainable environment and can be commercially viable. Community based tourism was popular as a means of sustaining and preserving biodiversity especially in the developing countries, and of relating livelihood to the preservation of biodiversity, all while sustainably diminishing rural poverty and attaining

both objectives.. CBT can boost social sustainability by enabling local communities to manage their own resources and labour employment, and by supporting and preserving the cultural heritage. Environmental benefits include the generation of income for communities to actively protect their area from degradation, to enhance preservation-related efforts and to attract tourists more particularly by means of eco-tourism initiatives.

How does CBT act efficiently?

- it supports local economic development through labour employment diversification
- it is financially viable;
- it observes and encourages the equitable participation of the local community;
- it is ecologically sustainable and minimises the impact on the environment;
- it preserves and promotes the cultural heritage;
- it educates visitors about culture and nature;
- it demonstrates good management practices;
- it provides quality and expertise in conditions of safety for all those involved.

Nonetheless, there are risks related to CBT in the developing countries more particularly when it is introduced as a “quick solution” for the communities lacking means of sustenance. Elements such as preservation of natural zones, of art, handicrafts, archaeological and historical areas, of cultural traditions are points of attraction for tourists, tourism contributing to the provision of financial resources, which justifies the development of tourism.

In general, local residents are proud when they see that tourists are attracted by their heritage, which often leads to a revival of aspects of the historical, natural and cultural heritage. This presupposes a greater concern of the inhabitants in relation to the environment.

As pointed out before, tourism also generates problems to the communities and the local culture. To start with traffic and crowds, with an excessive noise level, which can result from the uncontrolled development of tourist circulation. The biggest problem is that of insufficient parking lots, which lead to agglomeration, unpleasant for both tourists and the inhabitants of the receiving area (Manda, 2002).

Another problem that affects to an ever greater extent the communities is the air pollution generated by the internal combustion vehicles of the tourists. This has serious implications on the population and can cause certain diseases. The inappropriate use and treatment of waste waters and solid wastes is one of the causes of the pollution of surface and deep waters. Improper waste recycling can lead to the spreading of parasites and diseases.

Local residents may no longer have an easy access to important tourist attractions (museums, theatres, parks etc.) if they are used by too many tourists.

Tourists’ uncontrolled use of parks and archaeological and historical zones can result in their deterioration. The wrong attitude towards wildlife can affect the normal behaviour of animals and their breeding. Graffiti, vandalism and illegal appropriation of items as souvenirs can destroy archaeological sites and historical monuments. The local cultural heritage is subject to degradation and the cultural identity can be destroyed when trade is practised intensively and when local traditions, art and handicrafts are modified. Local youth’s imitation of tourists’ conduct can lead to the extinction of local cultural values and traditions (Porojan, 2008).

The economic benefits tourism brings to the local community can diminish when people outside the tourist area are employed, since they will never know it as well as the people living there. The same stands valid when tourist organisations are managed or owned by outsiders. The import of products used in the tourism industry leads to economic losses even if this is necessary for the zones with small tourist areas.

The individual human experience lived as tourist is usually shared with other people. Even when travelling alone, the tourist comes in contact with other people and social institutions. Tourists can become victims of crime or they can commit unacceptable social acts. Knowledge of tourists' social interaction with other tourists, with local residents and social institutions can contribute to reducing conflicts and facilitating our understanding of the social conduct and functioning of the structure of various societies and communities.

Problems can be avoided when tourist activities are based on planning, development and correct and responsible management; otherwise a lot of people will suffer the consequences.

Conclusions

First of all, food and tourism play major part in contemporary economy. Food is the key of all cultures and the major element of global intangible heritage and an increasingly important attraction for tourists. The linkages between food and tourism also provide a platform for local economic and cultural development. Food experience help to brand and market destinations as well as supporting local traditions and crafts that is so attractive to tourists. Food provides a basis for tourism experiences by: linking culture and tourism, developing the meal experience, producing distinctive food, developing the critical infrastructure for food production and consumption supporting local culture

Economic development is the major goal of local communities, tourism being a modality of attaining this goal. In this context, the Romanian laws provide territorial public administrations with the legal resources allowing them to get involved in the sustainable local development of tourism. Moreover, by designing appropriate strategies for the development of the tourist phenomenon, the local communities can get involved in the local economic development in an organised and efficient manner.

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